

BRIDGESTONE AMERICAS TIRE OPERATIONS, LLC

535 Marriott Drive
Nashville, Tennessee 37214-0990

April 19, 2010

SAFETY CAMPAIGN NOTICE

Dear Customer:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Bridgestone Americas Tire operations, LLC ("BATO") has decided that certain Bridgestone Potenza RE050A, size 245/45R18 XL tires sold in the replacement market in the United States failed to conform to Federal Motor Vehicle Safety Standard (FMVSS) §571.139 S5.5: *New Pneumatic Radial Tires for Light Vehicles*.

There is no performance issue with these tires. These tires are missing all of the following markings: maximum load rating and corresponding inflation pressures, and the stamping indicating the ply cord material and number of plies. The DOT Tire Identification Number (TIN) is marked on the sidewall; however, the 'DOT' symbol is missing. Missing labels could result in the tire(s) being underinflated or overloaded, increasing the risk of a crash. Tires should always be inflated to the pressures specified on the vehicle placard.

You are receiving this letter because our records indicate that you have purchased tires that may be the subject of this safety campaign.

TIRE REPLACEMENT PROGRAM

As a part of its continuing commitment to safety and customer satisfaction, BATO is conducting an important safety campaign to replace Bridgestone Potenza RE050A, size 245/45R18 XL tires. Any Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or Firestone Commercial & Farm store (collectively, "Company Owned Store") will replace with new tires, any tire (including the spare tire) of the line and size covered by this campaign and tires which were manufactured having the relevant tire identification number as indicated in the third picture of the following page." The Company Owned Store will also mount and balance the replacement tires, ***all at no charge or expense to you.*** The replacement tires will be a similar Potenza RE050A, 245/45R18 XL size.

DESCRIPTION OF TIRES COVERED AND HOW TO IDENTIFY THEM

Please note that this campaign does not apply to other types of Bridgestone Potenza RE050A tires or which contain the words “Pole Position” on the tire’s sidewall. If your tire has the words “Pole Position” on the sidewall, please disregard this letter.

There are many types, sizes, and applications for Bridgestone Potenza RE050A tires. If you have these tires, please examine your tires. If you choose to have a tire specialist inspect your tires, we invite you to take your vehicle to your nearest Company Owned Store. Such an examination will be performed at no charge by any Company Owned Store (Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or, Commercial & Farm store) to determine if your tires are included in this program. Tires subject to this program can be identified by the following steps:

- (1) They are identified as “Potenza RE050A”;



- (2) The following size information is molded into the sidewall of the tire:
“245/85R18 100W”



- (3) The first seven positions of the tire’s Identification Number (“TIN”) is
“EM 1K DFH”. The TIN is found on the sidewall just above the rim.



If your tires meet all three of these conditions, they are covered by this campaign.

HOW TO HAVE YOUR TIRES REPLACED

If you have any questions about whether your tires are covered by this tire replacement campaign, contact any Company Owned Store. To identify one of these stores near you, call: 1-800-465-1904 or visit www.bsro.com.

If your tires are covered by this program, or if you need assistance in determining whether your tires are covered, contact any Company Owned Store to schedule an appointment. Replacement tires are readily available. In the unlikely event that replacement tires are not available at the store you have contacted, tires will be ordered for you, and you will be notified when your replacement tires are in. Please take this letter and the reply card with you to the store.

IMPORTANT INFORMATION ABOUT TIRE SAFETY

We remind all consumers to maintain their tires properly, regardless of brand. Proper maintenance includes checking your air pressure at least once per week, rotating your tires, following all warnings and recommendations stated in your owner guide, and operating your vehicle safely.

If you detect irregular tread wear, noise or vibration in your tires, you should immediately have your tires checked by a qualified tire service facility.

REIMBURSEMENT

If you have replaced a tire that you believe may be covered by this safety campaign at your own expense you *may* be entitled to reimbursement. BATO will process requests for reimbursement only under the following circumstances:

- You received a pro-rated warranty adjustment (meaning that you paid for only a portion of the cost to have your tire replaced). No requests will be considered if you replaced the tire at a location other than a Firestone retailer.
- You have one of the following items:
 - a “Bridgestone Firestone Limited Warranty Form;”
 - a “Firestone Complete Auto Care Invoice” reflecting “Warranty Tire Information” in the body of the invoice or showing a discounted tire sales price; or
 - an invoice from any of the following stores reflecting a discounted tire sales price: ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, GCR or Firestone Commercial & Farm.

The form or invoice must also identify the tire that was subject to the warranty adjustment. No reimbursements can be processed without the above referenced form or invoice and the amount of your reimbursement will be limited to the amount paid by you and reflected on the form or invoice.

- Reimbursements are limited to situations where you paid a portion of the total price of a tire pursuant to a pro-rated warranty adjustment. No reimbursements will be made if your tire was replaced at no charge, nor is there compensation for tires that have been replaced due to puncture, impact damage or other conditions resulting from misuse.

If you believe you are entitled to reimbursement and you have satisfied the conditions identified above, please call BATO at 1-800-465-1904 for instructions on how to initiate your request for reimbursement.

BATO strongly recommends that you act as soon as possible to replace your tires if they are covered by this safety campaign

EXPIRATION DATE

This campaign will expire on July 31, 2010, so it is important that you act as soon as possible, if your tires are covered by this recall campaign.

PROBLEMS OR CONCERNS

If you have any problems or concerns about this recall campaign, or if your local Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or Firestone Commercial & Farm store do not make the necessary replacements free of charge, please contact our replacement hotline at 1-800-465-1904. You may also contact the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, DC 20590; or call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or visit the website: <http://www.safercar.gov>.

We regret the inconvenience that this campaign may cause you, but we are certain you will understand our interest in your safety.

Very truly yours,
Bridgestone Americas Tire Operations, LLC